

# 2004/2005 Local Community Conservation Corps Competitive Grant Solicitation



*The California Department of Conservation (Department) will make available to certified community conservation corps \$500,000 (from the annual \$15 million allocation) for innovative projects that increase beverage container recycling. Concept packages must be submitted to the Department by **January 30, 2004** in order to be considered.*

## GRANT FOCUS

In an effort to reverse the direction of the beverage container recycling rate in California, the Department is seeking **large scale projects** that will significantly increase convenient collection of all CRV beverage containers **away from home, specifically at business locations**. Collection programs do not need to be necessarily where beverage containers are being purchased, and recycling programs can be established at non-traditional business locations. However, project proposals should demonstrate why the choice of location will increase the recycling and decrease the disposal of used beverage containers. Components to incorporate include but are not limited to the following:

- Creative and innovative concepts with a well demonstrated high likelihood of success, significantly increasing convenient collection of CRV beverage containers.
- A convenient collection system for business employees and customers.
- Use of partnerships, in-kind donations, and *matching funds* to leverage the scope, size, and duration of this project.
- Elimination of recycling barriers and obstacles to recycling.
- Implementation of a sustainable ongoing recycling program.
- Well-supported demonstration of and commitment to long-term sustainability after grant funding terminates. (Please note: Proposals that do not provide solid evidence as to why and how their project will continue beyond the term of the grant will not be funded.)
- Supported statistical data on baseline volumes and projected volumes to be collected (in pounds by material type)
- A system to track actual pounds/tonnage of beverage containers collected (not estimates) by material type for reporting and analysis of project outcomes.

Project concepts that tie in with the focus include, but are not limited to, establishing innovative, large scale collection

systems to offer convenient beverage container recycling to employees and customer/clients at multiple or statewide locations in:

- Restaurant/bar franchises
- Office supply retail chains
- Gyms and fitness centers
- Retail and/or franchised businesses  
(e.g., home improvement, "big box" retailers, etc.)

## WHO CAN APPLY?

Any eligible community conservation corps can apply.

## DESCRIPTION OF NEW APPLICATION PROCESS

To efficiently use existing Department resources and to save applicants' time and costs, the application process has changed from previous fiscal years. The new application process will consist of two phases:

- **PHASE 1 - CONCEPT**
- **PHASE 2 - FULL PROPOSAL**

In Phase 1, interested applicants will submit a concept. A minimum review and screening of each submission will be conducted and a pass/fail score given.

In Phase 2, those applicants whose concepts received a "pass" score in Phase 1 will be invited to develop the concepts into full proposals. The evaluation committee will not review proposals received by the Department without going through the initial Phase 1 (concept). An invitation to submit a proposal is not a guarantee of funding.

The Phase 2 proposals will be reviewed and scored by a committee and funds will be awarded to those that receive the highest score.



## CONCEPT MINIMUM REVIEW REQUIREMENTS (Phase 1)

To qualify for screening in Phase 1, concepts **must** meet all of the following minimum requirements:

- Concept packages **must** be received by the Department on or before **5:00 p.m. on Friday, January 30, 2004.**
- Cover page must be signed by a person with authorization to bind the entity or organization to a grant agreement or contract.
- Concept must focus **primarily** on CRV beverage container recycling and be within the specified grant focus.
- Applicant(s) **must** be in good standing with the Department (no outstanding fines, penalties or audit findings due the Department).
- Concepts **must** identify at least one partner who provides a budgetary contribution **and** support for the project.

## CONCEPT FORM SCREENING CRITERIA (Phase 1)

Concepts **must be submitted electronically** in a Microsoft Word document formatted for 8 1/2" X 11" office paper with a minimum font size of 10-point. Concepts passing the initial minimum review will be screened. Applicants must provide sufficient information for screening of project outcomes. The concept **must** not exceed (3) pages (not including Attachment A).

- **Concept Cover Page (Attachment A):** Please complete entire form, including the assembly and senate district number(s) which can be found on the following website ([www.leginfo.ca.gov/yourleg.html](http://www.leginfo.ca.gov/yourleg.html)) or by contacting your county library or county clerk. The concept cover page must have the name of the person with authorization to bind the organization to a grant agreement or contract, if applicable.
- **Project Description:** Provide a brief summary of the project, the target audience and the area in which your project activities will take place. Identify the partners involved, and describe the role of each in implementing the project.
- **Need:** Describe why the project should be funded and how the community(ies) would benefit. Describe and identify service gaps and any obstacles to beverage container recycling that would be overcome if the project were awarded grant funds. Provide evidence that supports the need for and the potential outcomes from your project. This could include data from a waste assessment or audit, actual monthly or annual sales data for CRV products sold to consumers (e.g., bars and restaurants), market analysis and/or public surveys.
- **Address the Department's goal:** Describe how the project will support an increase in the CRV beverage container recycling rate.

- **Summary of a Completed Waste Assessment/Audit (if used to justify the need):** Describe the process and steps used for the waste assessment/audit completed prior to submission of this concept and actual findings. Be sure to identify the amount and percentage of beverage containers in the current waste stream at the proposed site(s) along with the amount of discards and other recyclables.

## PROPOSAL REQUIREMENTS (Phase 2)

Applicants invited to submit a full proposal (Phase 2) will be provided the budget and work plan forms at that time. The proposal **must** be submitted electronically in a Microsoft Word document formatted for 8 1/2" X 11" office paper with a minimum font size of 10-point. The proposal package must include:

- **Project Narrative:** Should not be more than five (5) pages of text and two (2) pages for maps, graphs, charts, diagrams, or other supporting documentation. All copies should be double-sided, 3-hole punched and printed on recycled content paper. Letters of financial commitment from partners must be submitted with the proposal. In addition, when a proposal establishes a recycling program at a specific venue (e.g., Gurdy's gas stations), a letter from each venue owner/operator should be submitted which demonstrates the intent and on-going commitment to participate in the project during and after grant funding terminates. The letters are considered separate and do not count towards the page limit.
- **Goals and Targets:** State what will be accomplished and a specific target to be achieved by the end of the agreement term [e.g., *this project will establish a CRV beverage container recycling program in 15 of our fitness centers (goal) and we will increase the volume of CRV beverage containers collected by 50% (target)*]. The target **must** be supported with baseline data (e.g., *the volumes generated within the proposed site(s), actual volumes currently collected at the proposed site(s), and projected volumes to be captured*).
- **Objectives:** List the strategies you will use to achieve your goal (e.g., *the goal will be achieved by 1) increasing convenience by placing a recycling container next to every trash bin at the proposed site(s); 2) increasing knowledge about the CRV beverage container recycling program by placing signage in the fitness centers and information about the recycling program on our website; 3) redeeming collected materials at a certified recycling center and using the proceeds to fund an in-house incentive program*).
- **Cost-Effectiveness:** Mathematically compare the estimated volume of CRV beverage containers (by each material type) to be collected to the dollar amount of grant funding requested (e.g., *the project anticipates collecting 500,000 pounds of PET plastic #1 beverage containers annually with an initial investment of*



\$100,000 in grant funds, equating to a cost of \$0.20 per pound for collected materials.) Comparisons by weight or count are acceptable, as long as they are broken out by material type.

- **Sustainability:** Provide a detailed summary of all commitments, efforts and financial resources that will ensure long-term sustainability after grant funding terminates. Proposals identifying the ongoing operational costs and the ability to cover these costs in future years without additional Department grant funding will receive the highest scores in this area. Failure to adequately address long-term sustainability may result in projects not being funded, regardless of their overall score.
- **Diagrams:** If applicable, applicant should provide maps of proposed locations and sites.
- **Budget Page: (Attachment B)** Complete the budget page and provide a narrative explanation and justification for each line item. All line items should be justifiable, reasonable, and cost-effective when compared to the project goal. If staff benefits are usually paid to staff employed in the organization, benefits may be allowed in the budget for proposed new staff.

Applicants are strongly encouraged to request funds for project start-up and not for ongoing operation, salaries, or maintenance. Projects that demonstrate the highest likelihood of sustainability beyond the scope of the grant and without additional funding from the Department, will receive the highest funding preference. Proposals requesting high percentages of funds for salaries/wages must demonstrate how the project will continue in the absence of these funds at the end of the grant term.

Be specific as to the types of equipment requested. Applicants are encouraged to contact multiple vendors to evaluate collection bins and other equipment and to obtain a minimum of three (3) bids for products and services over \$500. Applicants should retain copies of all bids for review if the grant is awarded. The budget should take into consideration the cost of signage for collection bins acknowledging the support from the Department, future price increases, and the cost of sales tax, shipping/delivery and other fees. Generic (non-specific) line items such as "overhead expenses" or "administrative costs" will not be allowed. Preference will be given to equipment manufactured from recycled and/or post-consumer beverage container material. Please submit evidence from the vendor or other source indicating the percentage of recycled/post-consumer content.

Budgetary contributions (matching funds and in-kind services) should be listed by line item. Provide detailed justifications for the value of "in-kind" services and identify source of funding for all leveraged resources. Letters of financial commitment from partners must be submitted as an attachment(s) to the budget page.

- **Work Plan: (Attachment C)** Provide a detailed listing of each major milestone from project inception to completion with target dates at which progress can be measured. The plan should be realistic and the potential for delays should be taken into consideration. The work plan must include at least six (6) months of CRV collection and volume reporting. Please note that the project period will be from July 1, 2004 through June 30, 2005. From July 1, 2005 until September 30, 2005, the Corps will be preparing and submitting budget reconciliations and final reports.

## HOW TO SUBMIT CONCEPTS AND PROPOSAL

The concepts and proposals must be sent electronically to [Grants@conservation.ca.gov](mailto:Grants@conservation.ca.gov)

**It is the responsibility of the individual/entity applying for the grant to ensure the Department receives a complete proposal by the established deadline.**

## TENTATIVE SCHEDULE

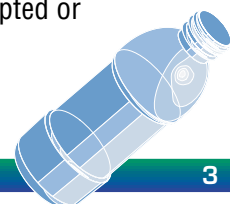
DATE	ACTIVITY
March 30, 2004	Proposals due
April 5, 2004	Evaluation committee convenes to review proposals and make funding recommendations
May 7, 2004	Awards announced
July 1, 2004	Projects begin

## GRANT ADMINISTRATION

The Local Community Conservation Corps Grant Guidelines issued February 2004 apply to this grant solicitation. ***When a Corps is awarded competitive grant funds, the project will be incorporated into one Department of Conservation Grant Agreement for 2004/2005.***

## PROPOSAL EVALUATION AND SCORING CRITERIA (Phase 2)

Proposals will be reviewed and scored by an evaluation committee. Proposals will be scored according to the criteria below. Scores will be based on the merits of the information submitted in the proposal package. Information provided by the applicant after the final filing date of March 30, 2004 will not be accepted or considered.



The Department may modify proposals in the evaluation process. For example, funds and/or tasks proposed that are not fully justified may be reduced and/or eliminated. The score from the evaluation committee will include a recommended

funding level for each proposal being awarded.

Grants recommended for funding must receive final approval by the Assistant Director for Recycling.

---

## EVALUATION CRITERIA

---

- 25% Quality of Proposal:** Project is well planned and the description succinctly and clearly defines the tasks to be performed from beginning to end and the resources required. The work plan lists major milestones at which time the Department can evaluate progress. Proposal identifies all permits, certifications, and/or registrations required. Partnerships formed to maximize the scope and depth of the project are listed, described, and well-documented via letters of financial commitment. Letters of intent and ongoing commitment are provided from venue owners/operators. Applicant has demonstrated experience in successfully implementing projects of this magnitude.
- 
- 25% Need:** Proposal clearly describes why the project is needed and how it will benefit the community(ies). Addresses barriers and obstacles to collection of empty CRV beverage containers and/or identifies a significant volume of uncollected CRV beverage containers at the proposed site(s). Provides sufficient evidence and reliable data to support the need statement(s) and the potential volume of beverage containers to be collected.
- 
- 15% Proposed Effectiveness:** Project goal is clearly presented and includes relevant strategies for achieving the goal and is supported with baseline data. The goal also is relevant and realistic to the identified need(s) of the proposed service area. A clear description of the data to be collected, by whom, how, at what frequency and how it will be analyzed to evaluate achievement of the goal included. The project is innovative and will provide data about new methods to effectively, efficiently and substantially increase recycling/collections of beverage containers.
- 
- 15% Budget:** All project costs are identified and reasonable. Line items are clearly described and justified. Budget clearly describes all budgetary contributions (*other than Department funds*) and the dollar value of all partnerships and/or in-kind services are well documented. Identify the relative degree of the cost to the Department per pounds of CRV beverage containers collected in comparison to other proposals submitted.
- 
- 15% Sustainability:** Proposal identifies the necessary resources for ongoing operation and the ability to cover these costs without additional Department grant funding. Proposal identifies a system to track actual volumes of materials collected for analysis and a method for evaluating the effectiveness and efficiency of project. Evidence supports a strong commitment by the organization towards ensuring a long-term commitment to long-term sustainability after grant funds terminate.
- 
- 5% Preference Points:** Preference points will be awarded to any project incorporating **at least two** of the following five components: **1)** completion of a waste assessment/audit and provides a summary of findings and steps used to conduct the assessment/audit prior to submission of the concept; **2)** incorporation of the Department's recycling media campaign; **3)** partnerships with existing certified recyclers, manufacturers, distributors and/or the beverage industry; **4)** recycling of non-CRV materials at no cost to the Department; or, **5)** purchase of equipment/supplies manufactured from recycled and/or post-consumer beverage container material.
- 

